

MEMORANDUM FOR FINANCE COMMITTEE

FROM VETERANS AFFAIRS OFFICE

The Veterans Office is requesting authorization to begin 2 projects using County Veterans Service Fund Grant Funds. The 2 projects are outlined as follows:

**Marketing Billboards:** I have spoken with 2 companies and received quotes from both. The first, Lamar Advertising, will provide 7 billboards which will be rotated throughout the county every 4 weeks for a cost of \$5,000.00. This cost includes the space, graphics (which can be changed monthly), production and installation. The second, Wolverine Sign Works, only provides long term billboards (\$195/month with 12 month contract), which are static, and the closest available billboard they can offer us is 5 miles north of Alpena (verbal quote). Since Lamar Advertising can meet our needs and would provide us with coverage across the county, versus one static location, and does not require a 12 month contract (outside of grant period) we would like to select Lamar and have billboards up beginning January 2022.

**Television Commercial:** I have spoken with WBKB regarding the filming and airing of our marketing commercial and they can start on 1 January 2022 and run through the end of September 2022. The commercial would air 1,042 times during various times of the day to include the morning news, evenings from 6 p.m. to 8 p.m. and select sporting events for a cost of \$17,494.00. This project will be a sole source procurement, as WBKB is our only local television channel.

We are requesting approval from the Finance Committee to accept the quote from Lamar Advertising and WBKB 11 to provide the services outlined above. The funds for these projects have already been approved and received as part of the FY22 County Veterans Service Fund Grant from the State of Michigan.



Client: Alpena County Veterans Affairs Office  
 Contact: Daniel Perge  
 Date: November 9, 2021  
 Flight Dates: 01/01/22-09/30/22  
 Submitted by: Taylor Truman

Network	Day	Time	Programming	Frequency	Rate	Total
<b>4 spots every week</b>						
CBS	M,W,Th,F	7-9am	CBS This Morning	156	\$ 30.00	\$ 4,680.00
	M,Tu,W,Th	5-6pm	Dr. Phil	156	\$ 45.00	\$ 7,020.00
<b>1 Spot every Week</b>						
	Thursday	11-11:35pm	WBKB Late News	39	\$ 110.00	\$ 4,290.00
	Sunday	11:30-12n	Face The Nation With Margaret Brennan	39	\$ 55.00	\$ 2,145.00
	Sunday	6-7am	U.S. Farm Report	39	\$ 22.00	\$ 858.00
<b>4 spots every week</b>						
ABC	M,W,Th,F	6:30am	WBKB Early Morning News	156	\$ 20.00	\$ 3,120.00
	M,Tu,W,F	7am-9am	Good Morning America	156	\$ 30.00	\$ 4,680.00
<b>1 spot every week</b>						
	Saturday	6:30-7am	America's Heartland	39	\$ 15.00	\$ 585.00
	Sunday	8-9am	Good Morning America	39	\$ 40.00	\$ 1,560.00
<b>1 spot every week</b>						
FOX	Tuesday	10-12m	Chicago Fire	39	\$ 25.00	\$ 975.00
	Friday	10-12m	Chicago P.D.	39	\$ 25.00	\$ 975.00
	Sunday	9-10am	FOX Sunday News	39	\$ 35.00	\$ 1,365.00
	Wednesday	11a-12n	Date Line	39	\$ 20.00	\$ 380.00
<b>1 Spot / Broad Rotation</b>						
	Sunday 3/6/22	12:30-2:30	College Basketball: Michigan @ Ohio State	1	\$ 100.00	\$ 100.00
	Sunday 2/20/22	1-2:30	Nascar Daytona 500	1	\$ 75.00	\$ 75.00
	Saturday 1/8/22	2:30-4:30pm	College Basketball: Michigan State @ Michigan	2	\$ 100.00	\$ 200.00
	Saturday 2/12/2022	3:30-5:30pm	College Basketball: Indiana @ Michigan State	1	\$ 100.00	\$ 100.00
	M-Su	6am-11pm	Broad Rotation	50	\$ 500.00	\$ 500.00
	Monday	8-9pm	9-1-1 LoneStar	12	\$ 115.00	\$ 1,380.00

Total Frequency 1042  
 Total Investment \$ 34,988.00  
 In-Kind \$ 17,494.00  
 Total Due \$ 17,494.00

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 Daniel Perge

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 Date

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 Taylor Truman

\_\_\_\_\_  
 Date

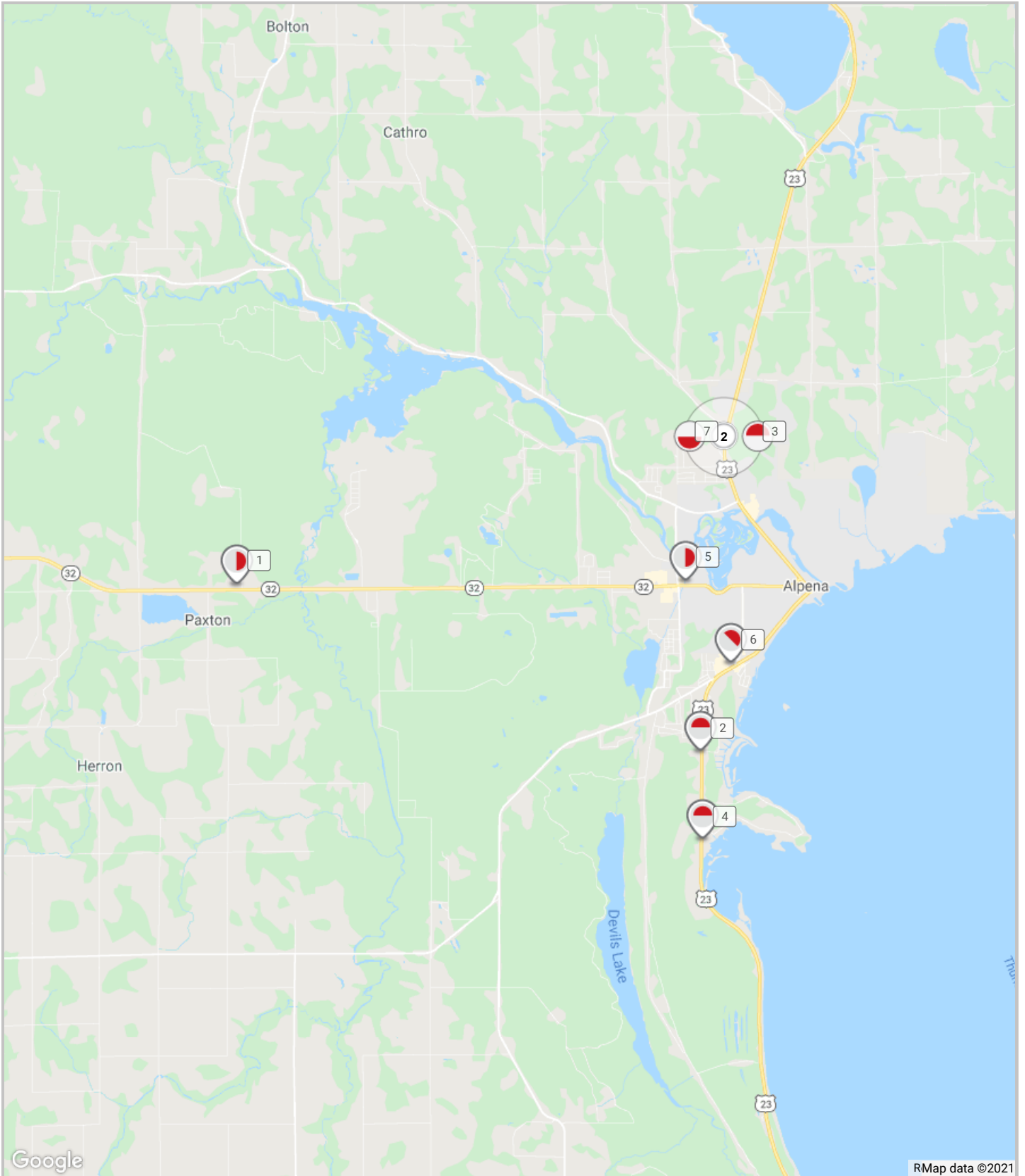


Label	Panel #	Geopath Panel ID	Location Description	Media/Style	Facing	Panel Read	H x W	Total Weekly Impressions*	Illum.	Zip Code	Latitude	Longitude	Booking/Availability Ranges	Rate	Production Cost
1	19311	623583	M-32 .5 MI E/O M-65 N/S F/W	Poster/Retro	West	Left	10' 6" x 22' 9"	22340	NO	49707	45.060965	-83.605335	1/3-1/30/22	\$525	\$175
2	19355	401725	US-23 2 MI S/O M-32 W/S F/S	Poster/Retro	South	Left	10' 6" x 22' 9"		YES	49707	45.025	-83.4649	1/31-2/27/22	\$525	\$175
3	19304	401706	US-23 .5 MI N/O FRENCH RD W/S F/S	Poster/Retro	South	Left	10' 6" x 22' 9"	40019	YES	49707	45.093645	-83.457605	2/28-3/27/22	\$525	\$175
4	2269	401879	US-23 3 MI S/O M-32 E/S F/S #1	Poster/Retro	South	Right	10' 6" x 22' 9"	30387	YES	49707	45.00619	-83.4641	3/28-4/24/22	\$525	\$175
5	19308	401708	M-32 200' E/O BAGLEY N/S F/W #2	Poster/Retro	West	Left	10' 6" x 22' 9"	41404	NO	49707	45.061675	-83.46932	4/25-5/22/22	\$525	\$175
6	19364	30902489	US-23 200' S/O RIPLEY W/S F/S	Poster/Retro	South West	Left	10' 6" x 22' 9"	38185	YES	49707	45.044	-83.45544	5/23-6/19/22	\$525	\$175
7	19268	401709	US 23N .5 MI N/O FRENCH RD W/S F/N	Poster/Retro	North	Left	10' 6" x 22' 9"	43207	YES	49707	45.093645	-83.457605	6/20-7/17/22	\$525	\$175

Total Impressions: 215,541

# MAP #1






## ALPENA COUNTY VA



# LOCATION LIST

## ALPENA COUNTY VA


\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	19311	623583	Poster / Retro	West	10' 6" x 22' 9"	22,340	NO
<p><b>Location:</b> M-32 5 MI E/O M-65 N/S F/W <b>Current Advertiser:</b> ALPENA COLLEGE L#158-40-01 <b>Rate:</b> \$525.00 <b>Production Cost:</b> 175 <b>Miscellaneous:</b> 1/3-1/30/22</p>								
	2	19355	401725	Poster / Retro	South	10' 6" x 22' 9"	33,843	YES
<p><b>Location:</b> US-23 2 MI S/O M-32 W/S F/S <b>Current Advertiser:</b> LAPPAN AGENCY <b>Rate:</b> \$525.00 <b>Production Cost:</b> 175 <b>Miscellaneous:</b> 1/31-2/27/22</p>								
	3	19304	401706	Poster / Retro	South	10' 6" x 22' 9"	40,019	YES
<p><b>Location:</b> US 23 .5 MI N/O FRENCH RD W/S F/S <b>Current Advertiser:</b> ALPENA AGENCY <b>Rate:</b> \$525.00 <b>Production Cost:</b> 175 <b>Miscellaneous:</b> 2/28-3/27/22</p>								
	4	2269	401879	Poster / Retro	South	10' 6" x 22' 9"	30,387	YES
<p><b>Location:</b> US-23 3 MI S/O M-32 E/S F/S #1 <b>Current Advertiser:</b> STANSON FLOOR COVERING AND FURNITURE <b>Rate:</b> \$525.00 <b>Production Cost:</b> 175 <b>Miscellaneous:</b> 3/28-4/24/22</p>								
	5	19308	401708	Poster / Retro	West	10' 6" x 22' 9"	41,404	NO
<p><b>Location:</b> M-32 200' E/O BAGLEY N/S F/W #2 <b>Current Advertiser:</b> ALPENA AGENCY <b>Rate:</b> \$525.00 <b>Production Cost:</b> 175 <b>Miscellaneous:</b> 4/25-5/22/22</p>								

# LOCATION LIST

## ALPENA COUNTY VA

\*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	6	19364	30902489	Poster / Retro	South West	10' 6" x 22' 9"	38,185	YES

**Location:** US-23 200' S/O RIPLEY W/S F/S  
**Current Advertiser:** MID-MICHIGAN HEALTH  
**Rate:** \$525.00  
**Production Cost:** 175  
**Miscellaneous:** 5/23-6/19/22

	7	19268	401709	Poster / Retro	North	10' 6" x 22' 9"	43,207	YES
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**Location:** US 23N .5 MI N/O FRENCH RD W/S F/N  
**Current Advertiser:** MID-MICHIGAN HEALTH  
**Rate:** \$525.00  
**Production Cost:** 175  
**Miscellaneous:** 6/20-7/17/22

**Total Weekly Impressions: 249,385**

# PANEL #19311

M-32 5 MI E/O M-65 N/S F/W



LOCATION #1

**WEEKLY IMPRESSIONS:** 22,340\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [45.060965 / -83.605335](#)

**MARKET:** ALPENA

**GEOPATH ID:** 623583

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** West / Left

**ILLUMINATED:** NO

**RATE:** \$525.00

**PRODUCTION COST:** 175

**MISCELLANEOUS:** 1/3-1/30/22

**SHIPPING ADDRESS:** 2456 Northern Visions Drive Traverse City, MI 49684



\*Impression values based on: Total Population



# PANEL #19355

US-23 2 MI S/O M-32 W/S F/S



LOCATION #2

**WEEKLY IMPRESSIONS:** 33,843\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [45.025 / -83.4649](#)

**MARKET:** ALPENA

**GEOPATH ID:** 401725

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** South / Left

**ILLUMINATED:** YES

**RATE:** \$525.00

**PRODUCTION COST:** 175

**MISCELLANEOUS:** 1/31-2/27/22

**SHIPPING ADDRESS:** 2456 Northern Visions Drive Traverse City, MI 49684



\*Impression values based on: Total Population



# PANEL #19304

US 23 .5 MI N/O FRENCH RD W/S F/S



LOCATION #3

**WEEKLY IMPRESSIONS:** 40,019\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [45.093645 / -83.457605](#)

**MARKET:** ALPENA

**GEOPATH ID:** 401706

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** South / Left

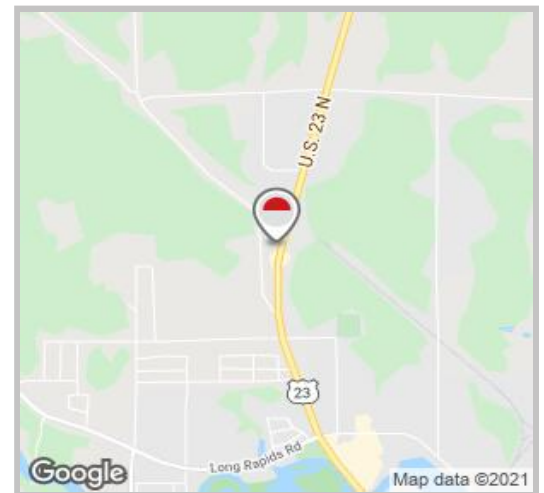
**ILLUMINATED:** YES

**RATE:** \$525.00

**PRODUCTION COST:** 175

**MISCELLANEOUS:** 2/28-3/27/22

**SHIPPING ADDRESS:** 2456 Northern Visions Drive Traverse City, MI 49684



\*Impression values based on: Total Population

# PANEL #2269

US-23 3 MI S/O M-32 E/S F/S #1



LOCATION #4

**WEEKLY IMPRESSIONS:** 30,387\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [45.00619 / -83.4641](#)

**MARKET:** ALPENA

**GEOPATH ID:** 401879

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** South / Right

**ILLUMINATED:** YES

**RATE:** \$525.00

**PRODUCTION COST:** 175

**MISCELLANEOUS:** 3/28-4/24/22

**SHIPPING ADDRESS:** 2456 Northern Visions Drive Traverse City, MI 49684



\*Impression values based on: Total Population



# PANEL #19308

M-32 200' E/O BAGLEY N/S F/W #2



LOCATION #5

**WEEKLY IMPRESSIONS:** 41,404\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [45.061675](#) / [-83.46932](#)

**MARKET:** ALPENA

**GEOPATH ID:** 401708

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** West / Left

**ILLUMINATED:** NO

**RATE:** \$525.00

**PRODUCTION COST:** 175

**MISCELLANEOUS:** 4/25-5/22/22

**SHIPPING ADDRESS:** 2456 Northern Visions Drive Traverse City, MI 49684



\*Impression values based on: Total Population

# PANEL #19364

US-23 200' S/O RIPLEY W/S F/S



LOCATION #6

**WEEKLY IMPRESSIONS:** 38,185\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [45.044](#) / [-83.45544](#)

**MARKET:** ALPENA

**GEOPATH ID:** 30902489

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** South West / Left

**ILLUMINATED:** YES

**RATE:** \$525.00

**PRODUCTION COST:** 175

**MISCELLANEOUS:** 5/23-6/19/22

**SHIPPING ADDRESS:** 2456 Northern Visions Drive Traverse City, MI 49684



\*Impression values based on: Total Population



# PANEL #19268

US 23N .5 MI N/O FRENCH RD W/S F/N



LOCATION #7

**WEEKLY IMPRESSIONS:** 43,207\*

**MEDIA TYPE/STYLE:** Poster - Retro

**LAT/LONG:** [45.093645 / -83.457605](#)

**MARKET:** ALPENA

**GEOPATH ID:** 401709

**PANEL SIZE:** 10' 6" x 22' 9" [View Spec Sheet](#)

**VINYL SIZE:** 10' 7" x 22' 10"

**FACING/READ:** North / Left

**ILLUMINATED:** YES

**RATE:** \$525.00

**PRODUCTION COST:** 175

**MISCELLANEOUS:** 6/20-7/17/22

**SHIPPING ADDRESS:** 2456 Northern Visions Drive Traverse City, MI 49684



\*Impression values based on: Total Population